IT Unit 4

Topic 2

# Information management

**Information management strategies** (Informatics, p 252 - 256)

1. Why is information important to organisations?
2. List the issues may arise for an organisation that collects data?
3. What opportunities can be gained from the of appropriate information management strategies?
4. Information management strategies: Elaborate on each of the following:
   1. Maximising opportunities
   2. Minimising risk, What strategies can be used to minimise the risk?
   3. Legal obligations, Why have legal obligations increased rapidly in recent years?

**Think about informatics, 5.3 Data mining**. Complete the 4 questions on p 254.

1. What are the advantages of data mining?
2. What opportunities can open up by using big data?
3. Why would a customer want to be tracked down based on what they buy at a particular store?
4. What are the privacy issues associated with data mining?